

Annual Report

Reformaten

2021-2022

The Board's Story

The Board for the non-profit association Reformaten, organization number 802531- 6012, is hereby declaring the annual report for the broken fiscal year 21.08.04 – 22.08.04.

Unless otherwise stated, amounts are given in whole SEK. The association is seated in Stockholm, Sweden.

Reformaten is a politically and religiously unaffiliated association with the goal to promote research-based developments in the food system to the benefit of human health and the health of the planet. We maintain a holistic perspective approach in understanding the food system, from production to consumption, with a focus on both ecological and social dimensions. By mobilising relevant food system actors, we are able to cultivate a collective public platform to leverage political engagement in the food question. We strive to expand social interest and to continually develop broadening opinions that support necessary shifts in the food ecosystem.

The Board has over the course of the year held nine protocol-driven sessions, eight ordinary meetings and one focused annual meeting. Further efforts by The Board have been in continual engagement with ongoing projects. No remunerations have been paid to the board members. The Board at Reformaten work part-time.

In May 2022, Reformaten elected Rosanna Endre as chairman of the board.

Economy

In the spring of 2022, Reformaten was granted a fund of 1,2 million SEK from The Swedish Postcode Foundation. The fund is used to further structure and develop the association as well as to employ operations leaders.

Reformaten has furthermore been granted 913 000 SEK from the innovation agency Vinnova to run the project 'The Neighbourhood Kitchen – A new infrastructure and inclusive meeting place for community and cuisine'.

The Team

The focus for the second operational year has been the continued work to build relationships with individuals, organisations and agencies that work directly with food and the food system, as well as to provide reliable financing for the team's personnel. The second year has also seen the need for an operational manager and the expansion of Reformaten's team. After a long process of recruitment - with a total of 35 candidates, four of whom were called to interview – Elizabeth Brockfield was chosen as Reformaten's operational manager in June 2022, starting to work in her position in August.

At the onset of the year, the team consisted of three people engaged in three different projects: The Vinnova project 'The Neighbourhood Kitchen – A new infrastructure and inclusive meeting place for community and cuisine', 'Matbarometern' (the food barometer) and the Swedish Postcode Foundation's project.

In April Olga Grönvall was recruited as general secretary. Other collaborators in the team include Klara Guthe Peterson and Pelle Bengtsberg.

Projects and key events

Matbarometern 2.0

During spring 2022, Reformaten released its second food barometer in collaboration with WWF, the Swedish Society for Nature Conservation and the Heart and Lung Foundation. The aim of the investigation is to showcase the Swedish parliamentary powers' will to use regulation to influence the country's sustainable and healthy food consumption in line with established national health and sustainability goals.

The investigation was answered by all parties. The food barometer was released on the 5th of July (world environment day 2022), during the course of the Järvaveckan; an annual weeklong event where politicians, organisations and companies discuss politics and social concerns. Contributing to the conversation were Elin Röö's, a researcher at the university SLU, Stefan Swartling Peterson, a professor at Karolinska Institutet, Anette Jansson, an expert at the Swedish Heart and Lung Foundation, Anna Richert, senior food expert at WWF and Olga Grönvall Lund, general secretary at Reformaten. The discussion was moderated by Mustafa Zatarra from the Network for Suburban Entrepreneurs as well as Pelle Bengtsberg from Reformaten. The work was led by Pelle Bengtsberg and a complete result is available on our website.

The Vinnova project: ‘The Neighbourhood Kitchen – A new infrastructure and inclusive meeting place for community and cuisine’

The project is financed by Vinnova and is a collaboration between Reformaten, Momentality AB, Boys Don't Cry, Boodla and Yalla Rinkeby. The project, whose name in Swedish is ‘Stadsdelskök - En ny infrastruktur och inkluderande mötesplats för människan och maten’ is an innovation project that will develop a structure for a novel type of functional community space in the form of public kitchens.

The goal of the project is to establish a scalable model and to focus on different aspects of community creation with a basis in ecology, health, social life and sustainable business models. The project will create the conditions for a local resilient food system that benefits the health of both people and the planet.

Through the means of the Vinnova project, Reformaten held two workshops under the initiative ‘Sommar på torget’ (summer in the square) arranged by the Kista-Rinkeby district administration. The workshops took place the 7th of July at Husby Torg and the 11th of August at Rinkeby Torg. The project exemplified porridge as a sustainable, healthy, cost-effective and tasty meal in a larger effort to drive the conversation about good food habits and cultivate interest in the question of food sustainability. The target audience for the activity was the children and teens that together with their parents partook in ‘Sommar på torget’.

The Swedish Postcode Foundation

The Board commenced its search for project funding from the Swedish Postcode Foundation in November 2021. The funding proposal was accepted in April and Reformaten received 1,3 million SEK to develop the project into an organisation with long-term sustainability values with the capacity for meaningful and substantial impact. Olga Grönvall Lund was employed full-time for the project at Reformaten (50% financed by the Vinnova funding and 50% financed by the grant from the Swedish Postcode Foundation). The project has also seen the employment of an operational manager.

Järvaveckan LIVE - Good Hood Food

The program series Good Hood Food resulted from a collaboration between Järvaveckan Live and Reformaten. The program was broadcasted directly from Spånga IP over five days to capture the political event. Different food system actors joined the two hosts Olga Grönvall Lund and Gurgîn Bakircioglu for each day of the week, where the theme 'food environment – why we eat what we eat and what the consequences of our diet entail' guided the discussion.

Lectures and participation in other contexts

Throughout the year, Reformaten has organised a number of lectures, seminars and conferences. What follows is a selection of these events:

Leading up to Stockholm +50, an international meeting organised by the UN General Assembly in early June of 2022, Olga Grönvall Lund participated in a panel at the conference 'Sustainable planet, sustainable health – how science-based solutions can drive transformative change'. Other notable panellists included Åsa Domeij, Head of Sustainability Axfood, Annica Sohlström, DG, National Food Agency, and Dr. Rebecka Milestad, KTH.

In another event, preceding the UN climate conference COP 26, Olga Grönvall Lund partook in a live-streamed hub event as a moderator and speaker. The event was organised by the We Don't Have Time network and saw an attendance of over one million viewers.

Olga Grönvall Lund was also present and commenting on the release of a significant report by Swedish governmental agencies. The report, 'Collaboration for a sustainable food system', was authored by the Swedish Food Agency in association with the Swedish Board of Agriculture, the Environmental Protection Agency, the Public Health Agency of Sweden, the Swedish Agency for Economic and Regional Growth, the county Administrative Boards, the Swedish Chemicals Agency, the Swedish Agency for Marine and Water Management, the Consumer Agency, the Procurement Authority and Vinnova. The report has addressed one of seven program areas in Miljömålsrådet, or the Swedish national climate goals, and had been undertaken from March 2021 to May 2022.

Some notable further engagements have been coordinated by organisations such as the Swedish Institute, Way Out West, Ekomatsligan (the eco-food league) and many more.

The Conference Series: 'Låt inte maten tysta mun'

Conference #5 – 'Sustainable restaurants, how can we extend our reach?'

This conference was hosted in collaboration with Mat Småland and the festival MAT2021, and was live-streamed from PM & Vänner in Växjö. We discussed the obstacles and challenges as well as the operational distinctions between fine dining and fast food. Amongst the participants were well-regarded restaurant owners, concept developers and other food actors. Rebecca Öhnfeldt led the initiative.

Conference #6 – 'The system behind the food'

This conference was made possible by the result of a partnership amongst Vinnova-funded projects and was live-streamed from Eggeby Gård on Järvafältet with a focus on conflicting goals between food actors and differing interests.

Media, awards and commitments

In the fall of 2021, Reformaten's Olga Grönvall Lund participated in a TT interview titled 'Pea protein and oat milk are not saving the world'. The article was published digitally at Aftonbladet, SVD, DI, Sydsvenskan, MSN, Borås Tidning, Skånska Dagbladet, Tidningen Syre and printed in Folkbladet Västerbotten, Mariestadstidningen, Sydsvenskan, Värnamo nyheter, Borås Tidning, Blekinge Läns Tidning, Sydöstran and Vasabladet in Finland.

In the fall of 2021, Olga Grönvall Lund was nominated for the climate hero of the year prize issued by WWF. The following motivation was given for her nomination: "Olga Grönvall Lund, Stockholm, has in a short time created visibility for the question of sustainable food systems through Reformaten; a politically and religiously unaffiliated association with the goal to promote research-based developments of the food system. Olga is seen and heard in the debates. She has created a public platform for the food question by connecting relevant actors, which is a very important aspect of our way forward."

Other nominees include Johan Rockström, climate science professor at Stockholm University and head of the Potsdam Institute for Climate Impact Research (PIK) and Klimatklubben which is run by Emma Sundh and Maria Soxbo.

In the fall of 2021, Reformaten, through Olga Grönvall Lund, was selected for admittance to the national research council Formas' advisory group for the National Committee on food research.

Reformaten continues to be a part of the Swedish Food Agency's collaboration group of non-profit associations for sustainable food systems.

Communication initiatives led by non-profit working groups

During the year two non-profit working groups comprised of seven people completed the communication initiatives 'seasonal products' and 'about the food system and its consequences'. The work includes research, copywriting, graphic design and publication with the aim to inspire, educate and invite into a conversation about food-related topics.

Looking forward

Reformaten will continue to draw attention to questions surrounding the food system, speak up in the social debates, build relationships and contribute with research-based knowledge about sustainability to actors in the food system. Reformaten will participate in communicating results from research facilities and further developing tactics for community engagement and impact campaigns, all with the aim of propelling a sustainable transformation of our food system.